

Message Text

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PAGE 01 MUSCAT 00004 040557Z

13

ACTION NEA-09

INFO OCT-01 ISO-00 EB-07 RSC-01 /018 W

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FM AMEMBASSY MUSCAT

TO USDOC WASHDC

INFO SECSTATE WASHDC 743

AMEMBASSY BEIRUT

LIMITED OFFICIAL USE MUSCAT 004

E.O. 11652: N/A

TAGS: BTIO, MU

SUBJECT: SPECIAL TRADE OPPORTUNITY -AGRICULTURAL TRACTORS

1. EMBASSY HAS BEEN ASKED BY NEWLY APPOINTED MINISTER AGRICULTURE, FISHERIES, OIL AND MINERALS, SAID AL-SHANFARI, TO HELP HIM LOCATE AMERICAN SUPPLIER 150 AGRICULTURAL TRACTORS, NOT OVER 72 HP, COMPARABLE MASSEY-FERGUSON MODELS 135 AND 165. THIS REPRESENTS SIGNIFICANT OPPORTUNITY AMERICAN SUPPLIERS ENTRY INTO RAPIDLY GROWING AGRICULTURAL EQUIPMENT MARKET HERE.

2. MINISTRY NOW POSSESSES APPROXIMATELY 50 FERGUSON AND INDIAN-MADE HARVESTER UNITS, AT LEAST HALF OF WHICH ARE OUT OF SERVICE DUE TO PARTS SHORTAGES OR QUALITY CONTROL PROBLEMS IN MANUFACTURE. PRIVATE BUYERS EXPERIENCING SIMILAR DIFFICULTIES. THEREFORE, U.S. SUPPLIER WILLING TO USE AG DEPT REQUEST AS BASE ON WHICH TO ESTABLISH RELIABLE SOURCE OF EQUIPMENT AND SPARES HAS GOOD CHANCE OF CAPTURING MAJOR MARKETING SHARE.

3. FMC REPS HERE ARE RECOMMENDING JOHN DEERE UNITS, SO THIS FIRM CAN ANTICIPATE SEVERAL INQUIRIES FROM OMANI COMPANIES. TWO WHICH HAVE CONTACTED EMBASSY ARE NOT RPT NOT RECOMMENDED: 1) WALEED ASSOCIATES, COMPETENT BUT AN ASSOCIATED COMPANY, ZAWAWI TRADING, HOLDS MASSEY-FERGUSON FRANCHISE; AND 2) MUSTAFA JAWAD TRADING COMPANY, WHICH HAS NO LIMITED OFFICIAL USE

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RPT NO EXPERIENCE IN MACHINERY.

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